

117

A.I.A. FILE 31F23

# INDIRECT ILLUMINATION



BETTER LIGHT

BETTER SIGHT

CATALOG NO. 29



SUPER ILLUMINATORS

WIDE ANGLE DISTRIBUTION AND DIFFUSION  
BY CEILING REFLECTION

A.I.A. FILE 31F23



From the days of the carbon filament lamp to the present era of scientific Indirect Illumination The Edwin F. Guth Company has been prominent in developing lighting equipment. Over 34 years of ceaseless experiment by Guth engineers and designers produced many outstanding successes which quickly became the standards of the lighting industry.

In our present line of total indirect lighting equipment, we are confident that we have produced luminaires which set new high standards. Tests by recognized authorities prove the efficiency of the Guth Line of Indirects.

Indirect illumination is fast supplanting other forms of lighting. The widely diffused, easy-to-work-by light of Guth Super Illuminators won a host of new users. Since the installation of our large new ALZAK Department for finishing aluminum reflectors we have been working to capacity to keep up with the demand created by the combination of scientifically designed fixtures and the superior reflecting surface and permanent finish of ALZAK.

Our long experience in designing and manufacturing lighting equipment for every purpose has solved thousands of difficult problems in illumination. This knowledge is at your disposal at any time without cost or obligation.

*This Catalog supersedes all previous issues and prices. Prices shown herein are subject to change without notice.*

*Guth Super Illuminator patents—U. S. Patent Nos. 89,091; 1,962,067; 1,962,068; 1,962,069. Other patents pending.*

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Lamps not included in any fixtures listed.

# The EDWIN F. GUTH COMPANY

Lighting Equipment

ST. LOUIS, MO.

Since 1902

NEW YORK CITY, N. Y.  
441 Lexington Ave.

PHILADELPHIA, PENN.  
333 Architects Bldg.  
17th and Sansom

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12 Simpson Terrace

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CLEVELAND, OHIO  
1068 Leedale Ave.

WASHINGTON, D. C.  
1324 New York Ave., N. W.  
PITTSBURGH (CRAFTON STA.), PENN.  
39 Marion Street

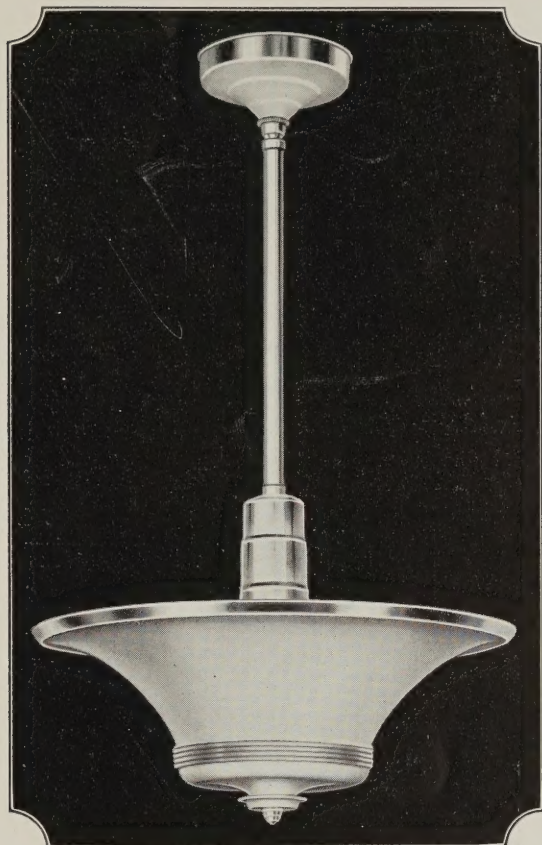
LOS ANGELES, CALIF.  
2835 W. Pico Street  
PORTLAND, OREGON  
1337 S. W. Broadway

ST. PAUL, MINN.  
1598 Berkeley Ave.  
MONTREAL, QUE., CANADA  
102 Willowdale Ave.



Three acres of floor space devoted to manufacturing Guth Lighting Equipment and Guthfan Conditionaires.





York

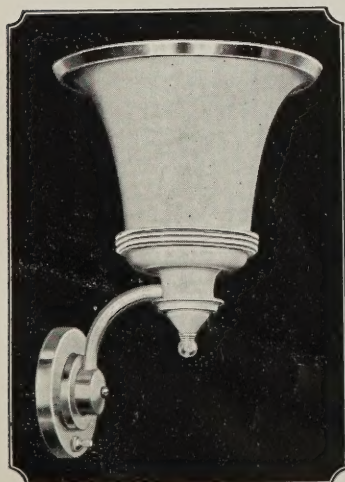
U. S. Design Patent D 97,934

## R5441

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum.

No.	Wattage	Dia.	Lgth.	List	Code
R5441	200	14"	30"	\$12.00	Skim
R5442	300-500	18"	36"	16.00	Slab
R5443	750-1500	22"	42"	22.00	Slam
R5444	750-1500	30"	48"	38.00	Slat

See Notes on Page 2



R5472

Guth ALZAK—  
The Permanently  
Efficient Finish

## R5472

Reflector Aluminum—Outside Finished Antique White and Polished Aluminum. Inside Finished Diffuse ALZAK. Canopy and Stem—Finished Satin and Polished Aluminum. Switch in Canopy.

No.	Wattage	Dia.
R5472	200	9 3/4"

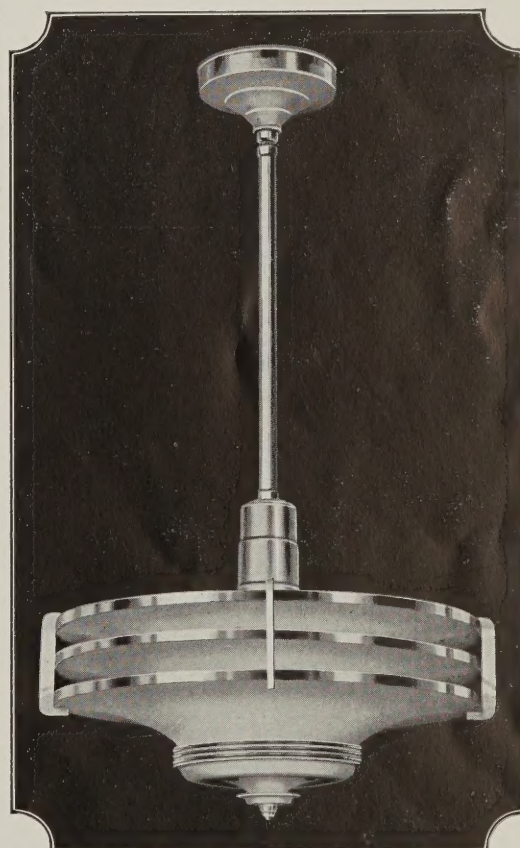
Lgth.	List	Code
13 1/4"	\$14.00	Swish

## York and Yorkleight

These Illuminators harmonize with the decorative treatment of homes, smart shops, tea rooms, offices, etc.

The ornamental band and a small disc at the bottom permits a small amount of light to be reflected upward, giving a soft, beautiful, opalescent effect. Narrow bands of color may be sprayed inside the bottom of the reflector, producing beautiful color effects on the reflector exterior.

These luminaires are most attractive when lighted.



Yorkleight

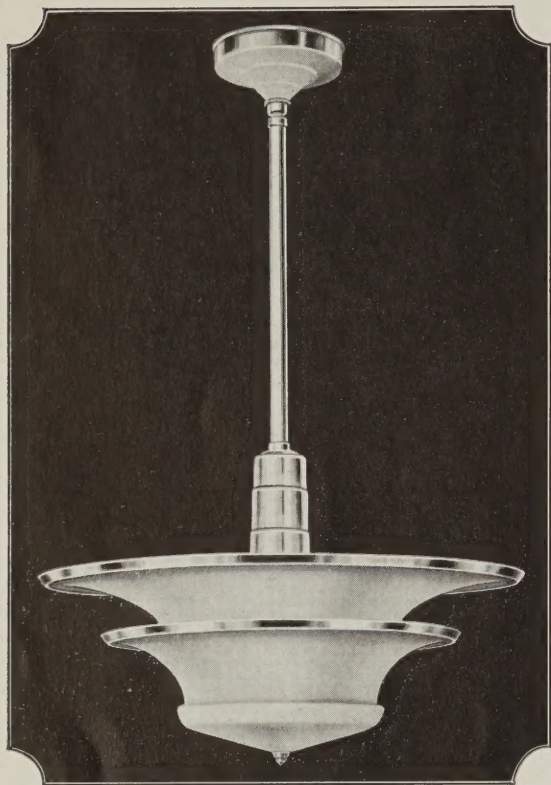
## R5445

Reflectors Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Fins and Bottom Knob—Finished Gold.

No.	Wattage	Dia. O. A.	Lgth.	List	Code
R5445	200	14"	30"	\$28.00	Snag
R5446	300-500	18"	36"	37.00	Snow
R5447	750-1500	22"	42"	52.00	Solar



## Sussex and Essex Illuminators

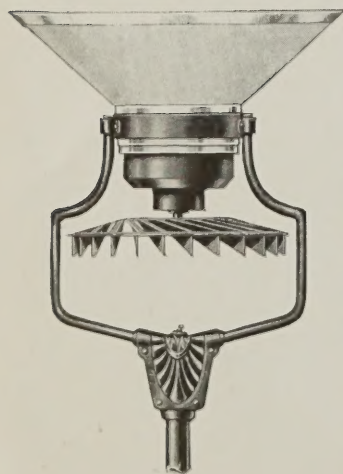


Sussex  
R5450

Reflectors Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R5450	300 - 500	19½"	36"	\$29.00	Spear
R5451	750-1500	24"	42"	42.00	Spice

Guth ALZAK Finish Insures Maximum  
Efficiency Permanently



R4811

## Guthfan

R4811

Two Speed—3 Lights—600 Watts Capacity. (With 20" Indirect Lighting Reflector.) Reflector Aluminum — Diffuse ALZAK Finished. Pedestal and Base, Steel—Finished English Brass. Height 86", Spread 20", AC 115V 60 Cycle, DC 115V.

Write for Guthfan Catalog for information on this wonderful improvement in circulating air. Guthfan is available with or without lighting equipment.

These new models are setting records in popularity.

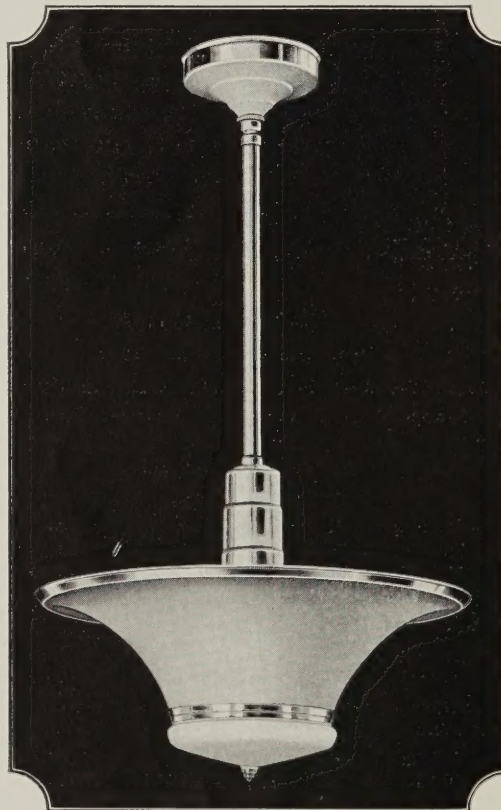
Their strikingly beautiful contour make them most attractive whether lighted or unlighted.

For the home, tea rooms, lounges, or shops, they add a finishing touch of class that is distinctive and harmonious.

These dainty luminaires are properly proportioned. They are designed to flood the room with widely distributed, perfectly diffused light.

## NOTES

	List	Additional
Finishes other than specified.....	10%	
Single pole canopy pull switch (Knockout in canopy).....	\$0.60	
Mogul socket for 3 wattage lamp.....	1.00	
Canopy pull switch for 3 wattage lamp.....	1.50	
6" lengthening stem MP2175.....	.40	
12" lengthening stem MP2176.....	.60	
Luminous glass bowls available tinted—Amber, Blue, Pink or Green, as ordered, without extra charge.		



Essex  
R5453

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R5453	200	14"	30"	\$12.00	Spike
R5454	300 - 500	18"	36"	16.00	Spurt
R5455	750-1500	22"	42"	22.00	Stoic
R5456	750-1500	30"	48"	38.00	Stone



# Super Illuminator

U. S. Patent Nos. 89,091; 1,962,067; 1,962,068; 1,962,069.  
Other patents pending.



R4720

Super Illuminators not only reflect the maximum amount of light for wattage used, but they also properly distribute the light over a wide area through the use of wide angle reflectors. They produce efficient, uniform lighting intensities, eliminating glare from the fixture and polished surfaces, also shadows and specular reflections.

Easy to install—the swivel joint stem, assures fixture hanging true regardless of the position of fixture stud or outlet. Canopy slips over swivel, thus simplifying installation.

Easy to service—For cleaning or relamping, simply unhook one of the three supports which attach the reflector to the socket cover.

See Notes on Page 2

## Floor Lamp

With Luminous Glass Bowl

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge).

Outside Reflector, Stem and Base—Finished Satin Silver and Dark Verde.

8-Foot Cord and Plug.

No.	Wattage	Ht.	Reflector Dia.	Base Dia.	List	Code
R4720	200-300	68"	12"	10"	\$18.00	Topaz
R4770	300-500	72"	18"	13"	25.00	Topic
Outside Reflector, Stem and Base—Finished Florentine Bronze and Antique Gilt.						
R4725	200-300	68"	12"	10"	18.00	Totem
R4775	300-500	72"	18"	13"	25.00	Torso
Outside Reflector, Stem and Base—Finished Black Duro Enamel and Chromium.						
R4730	200-300	68"	12"	10"	18.00	Tower
R4780	300-500	72"	18"	13"	25.00	Tract

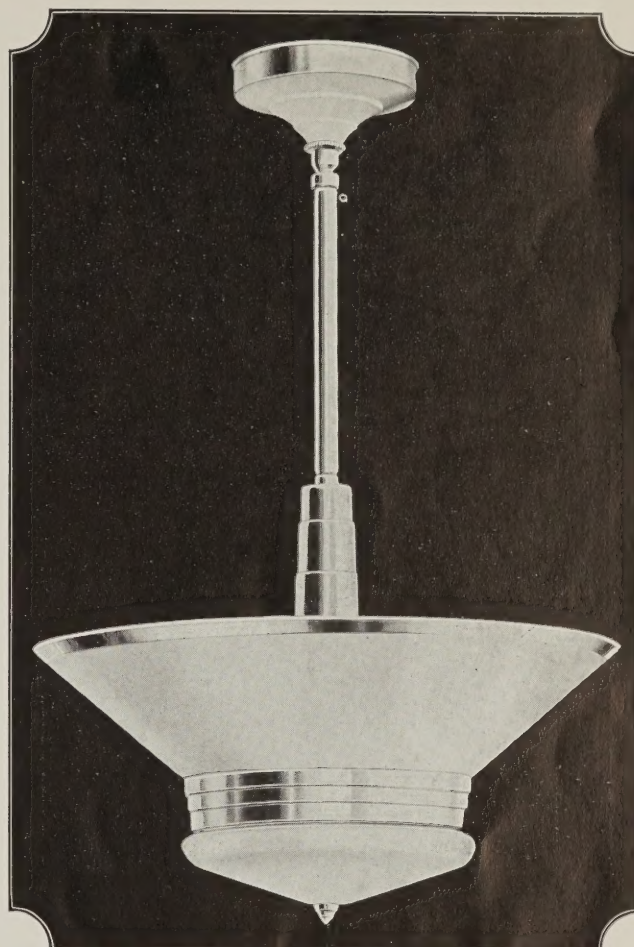
## Indirect Wall Bracket

For One 150-200 Watt Lamp

R4474

Reflector, Aluminum—Outside Finish, F785 Satin and Polished Cadmium. Inside Finished Diffuse ALZAK. Canopy, Aluminum—Stem, Brass—Finish, F785 Satin and Polished Cadmium. Extends 12½ in. from wall. Height, 11½ in. Switch in Canopy. Satin Finish Glass Bowl. (See note on page 2.)

	List	Code
R4474 as illustrated.....	\$17.00	Mural
R4747 as illustrated, but with reflector cartouches as in R4671 (Page 4).....	20.50	Music



Super Illuminator

R4355

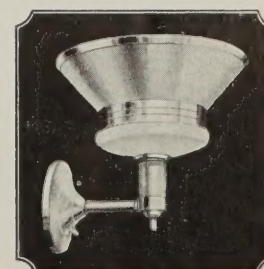
Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R4355	200	14"	30"	\$12.00	Poke
R4357	300-500	18"	36"	16.00	Poly
R4359	750-1500	22"	42"	22.00	Pone

R4409

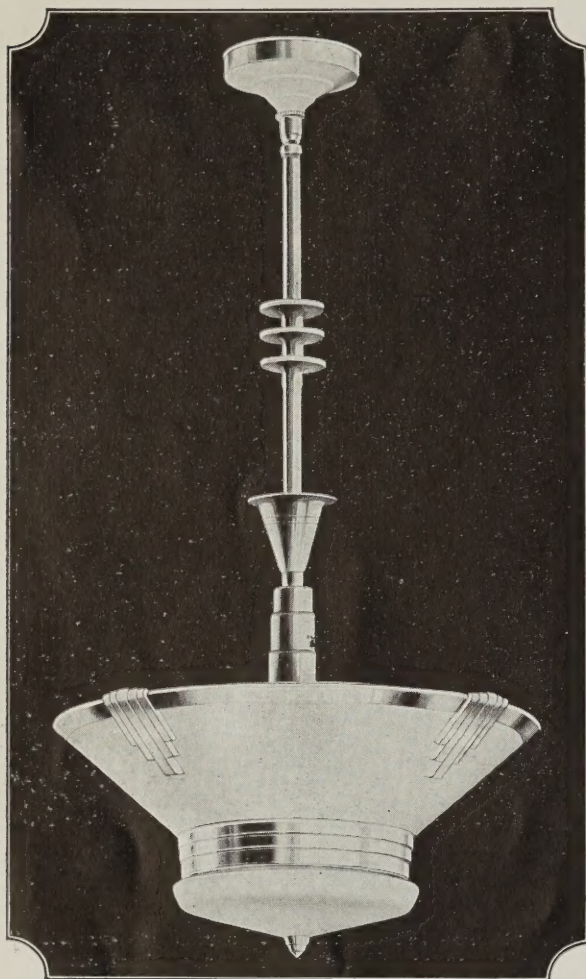
Same shape as R4355: Reflector, Steel—Finished Lumo Vitro Porcelain Enamel—Outside, Ochre and White Bands. Inside, White. Stem and Canopy Polished Chromium and Satin Aluminum.

No.	Wattage	Dia.	Lgth.	List	Code
R4409	200	14"	30"	\$12.00	Fideli
R4410	300-500	18"	36"	16.00	Finem
R4411	750-1500	22"	42"	22.00	Fortres



R4474





Kent

R4671

Reflectors Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R4671	200	14"	30"	\$17.00	Ezra
R4672	300 - 500	18"	36"	22.00	Favre
R4673	750-1500	22"	42"	29.00	Fayal

For extra equipment see notes on page 2.

## Super Illuminators

### Excel In

1. Uniformity of illumination.
2. Efficiency, 82% — by scientific tests. (See light curve below.)
3. Low brightness at light source.
4. Workmanship.
5. Low cost.
6. Convenience of servicing.
7. Quality of materials.
8. Simplicity of installation.
9. Appearance lighted.
10. Appearance unlighted.

### INDIRECT LIGHTING AT ITS BEST

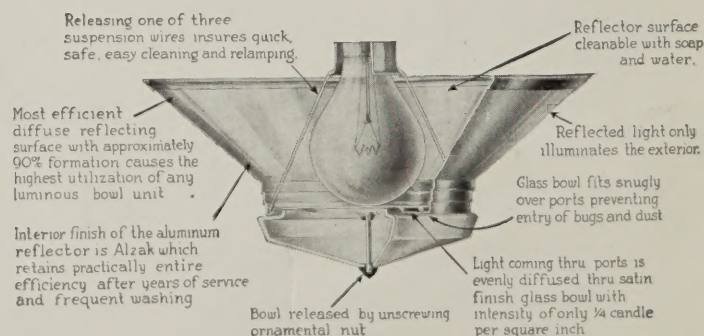
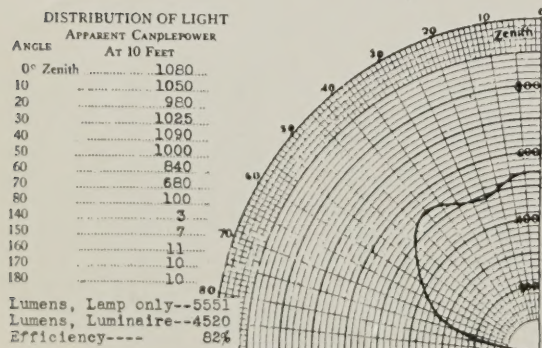
#### Permanent Efficiency Plus Beauty

The remarkable efficiency of Guth Super Illuminators is due to the scientifically designed reflector, plus the Alzak Anodic finish.

The reflector distributes maximum illumination over a wider area than other Indirect units. The non-oxidizing Alzak finish not only insures highest initial reflecting value, but retains permanently its reflective efficiency.

Guth Super Illuminators increase the efficiency of workers and prevent headaches, smarting eyelids, nervousness and eye strain.

The satin finish glass bowl receives about 1% of the light which measures only  $\frac{1}{4}$  foot candle per square inch. It is uniformly lighted and dust protected.





## Guth Utility Lite and Public Service Lite

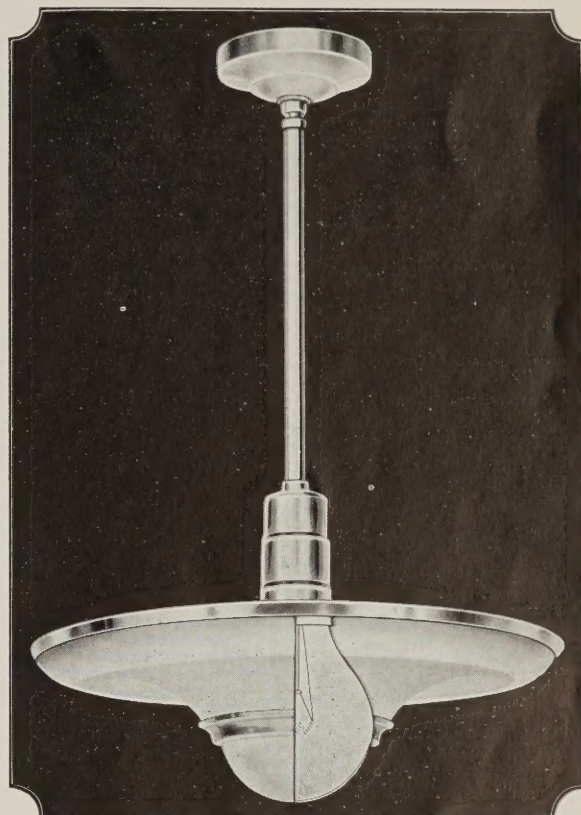
Two entirely new types that are adaptable for a wide range of installation, as they combine beauty of contour with highest efficiency.

The inside of the bottom portion of the bowl is finished in highly polished specular reflection ALZAK. The Mazda lamp fits tightly into the concave section, which makes a permanently efficient reflector that utilizes the light rays to the fullest extent.

The tight fitting construction of the bottom of the reflector prevents the accumulation of dust and bugs, which in ordinary units results in rapid loss in efficiency.

The broader portion of the inside surface of the reflector is finished diffuse ALZAK. This finish on the scientifically designed, gracefully curved shallow reflector produces an unusually wide spread of light.

Guth Aluminum ALZAK Finish not only has highest initial reflectivity, but it is permanently efficient in reflection value, as it is untarnishable and is not affected by lamp heat.



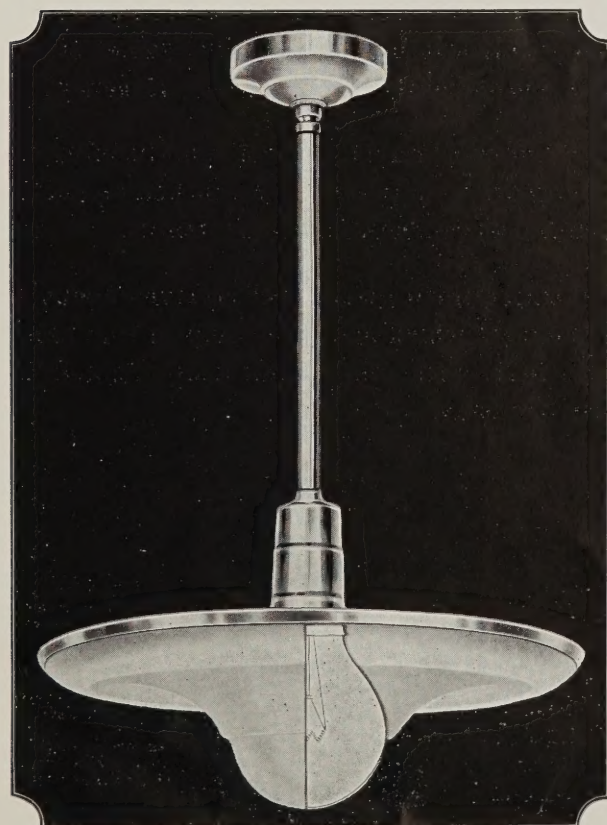
Utility Lite

**R5757**

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum.

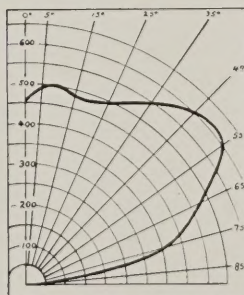
No.	Wattage	Dia.	Lgth.	List	Code
<b>R5757</b>	200	14"	30"	<b>\$12.00</b>	River
<b>R5758</b>	300	18"	36"	<b>16.00</b>	Rivet
<b>R5759</b>	500	18"	36"	<b>16.00</b>	Rocky
<b>R5760</b>	750-1500	22"	42"	<b>22.00</b>	Rosin

The band encircling the reflector conceals port holes which emit a small portion of the light to illuminate the exterior with a soft, pleasing effect.



Public Service Lite

**R5765**



Apparent candlepower of Utility Lite and Public Service Lite.

**R5765**

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R5765</b>	200	14"	30"	<b>\$10.00</b>	Pence
<b>R5766</b>	300	18"	36"	<b>14.00</b>	Peony
<b>R5767</b>	500	18"	36"	<b>14.00</b>	Piano
<b>R5768</b>	750-1500	22"	42"	<b>19.00</b>	Pilot



## Direct-Indirect Illuminator

(Patent Applied for)

Combines the efficient upward distribution of the regular Super Illuminator with the added advantage of a flood of light directed downward through the open bottom of the reflector.

Three concentric rings at bottom are so arranged as to prevent glare and to provide well diffused, high intensity light on the working plane.

Especially suited for use over display cases and in offices where close or steady application is required without eye strain.

**Guth ALZAK Finish  
for Lasting Economy**

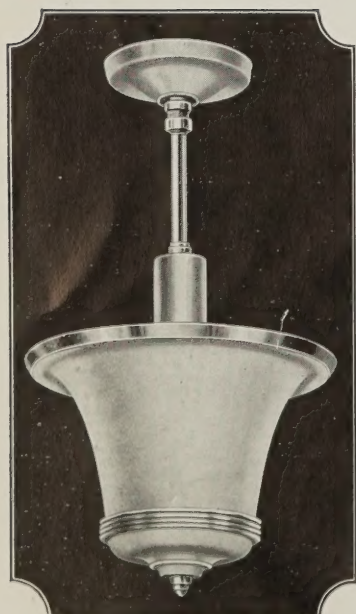


**Direct-Indirect**

### R5678

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Inside of Concentric Rings Finished Black.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R5678</b>	200	14"	30"	<b>\$13.50</b>	Matin
<b>R5679</b>	300 - 500	18"	36"	<b>18.00</b>	Mauve
<b>R5680</b>	750-1500	22"	42"	<b>24.50</b>	Mayor



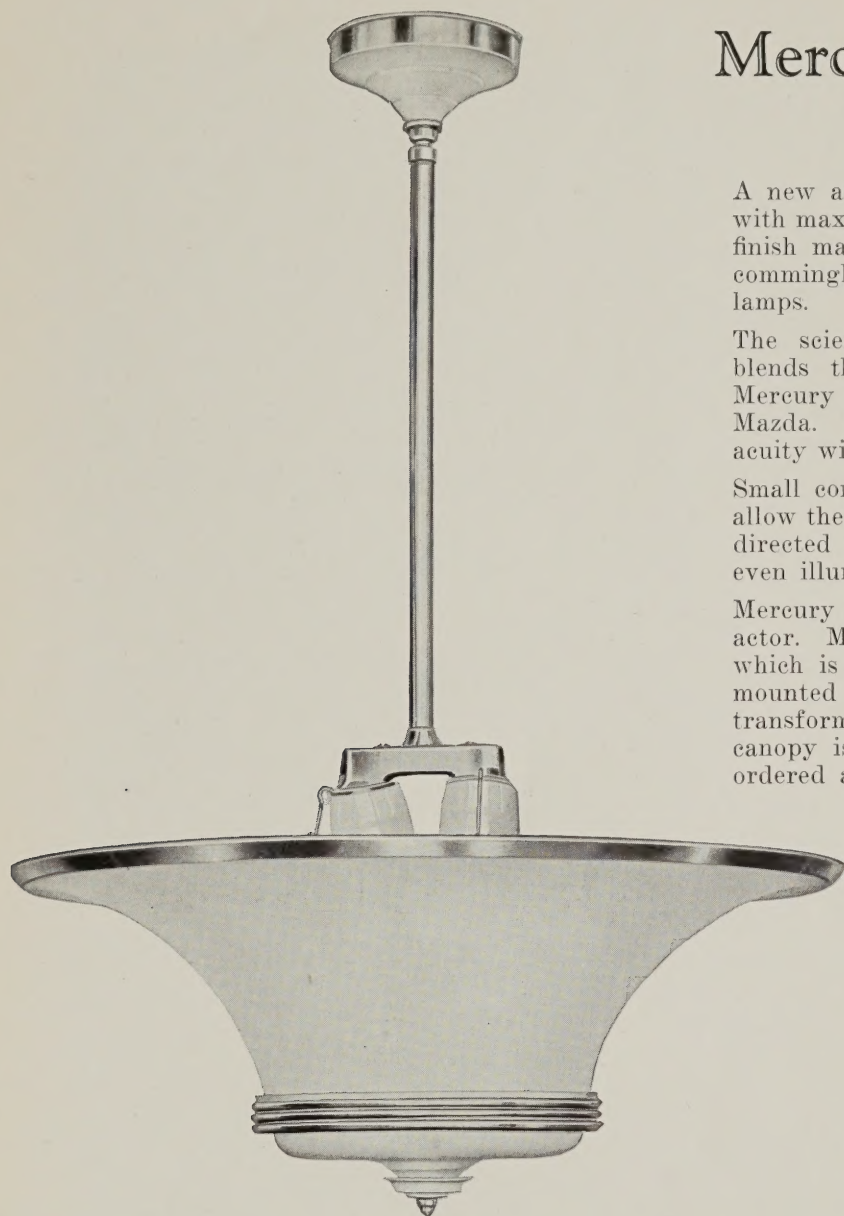
**R5559**

### R5559

Reflector and Canopy Aluminum—Outside Finished White Duro Enamel and Polished Aluminum. Reflector Inside Finished Diffuse ALZAK. Stem Finished Chromium.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R5559</b>	150	9½"	18"	<b>\$11.00</b>	Guild





Mercolux

## Mercolux Dual Lighting

### Diagonal Spectrum Assimilation

(Patent Applied for)

A new and efficient unit for fast, accurate vision with maximum fidelity of color tones. Guth ALZAK finish makes the ideal reflector for diffusing the commingled light of the Mercury Vapor and Mazda lamps.

The scientific angulate alignment of the lamps blends the blue and yellow-green rays of the Mercury Vapor Lamp with the yellow-red of the Mazda. The resultant white light insures visual acuity without glare or eye fatigue.

Small concealed ports near the bottom of the unit allow the emission of about 1% of the light which is directed over the reflector exterior, giving a soft, even illumination with a beautiful iridescent glow.

Mercury Vapor light requires a transformer or reactor. Mercolux is furnished with a 6-inch canopy, which is used when the transformer or reactor is mounted elsewhere. When it is desired to have transformer or reactor above the fixture, the 6-inch canopy is removed and R5636 Housing should be ordered and used instead.

Mercolux Dual Lighting is for use only on 60 cycle alternating current. For maximum efficiency these units should be used where the ceiling is white and the walls are of a light color.

The new type high intensity Mercury Vapor Lamps have double the efficiency of incandescent lamps of equal wattage. They have an average life of 2,000 hours. The 400 watt Mercury Vapor Lamp has an output of 16,000 lumens—the 250 watt size has an output of 7,500 lumens.

### R5660 - R5605

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem and Canopy Polished Chromium and Satin Aluminum. Cast Socket Holder.

No.	Sockets		Wattage		Dia. Ref.	Lgth. O. A.	List	Code	Transformer and Housing	NET CASH	Code	Reactor and Housing	NET CASH	Code
	Mog.	Med.	Merc.	Mazda										
R5660	1	1	250	500	22"	42"	\$26.00	Mower	R5705	\$9.75	Monad	R5837	\$9.75	Moody
R5605	2	0	400	750-1000	30"	48"	50.00	Merit	R5618	9.75	Merry	R5619	\$8.25	Milky

LAMPS ARE NOT INCLUDED IN ABOVE PRICES

### R5636

Housing ONLY for transformer or reactor for either unit. NET CASH \$2.50  
Code, Mirth. Housing Finished Satin Udyllite.

### Transformers and Reactor

R5705 is transformer for 107 volts to 123 volts—60 cycle—with R5636 Housing.

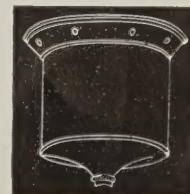
R5619 is reactor for 208 volts to 240 volts—60 cycle—with R5636 Housing.

R5618 is transformer for 107 volts to 123 volts—60 cycle—with R5636 Housing.

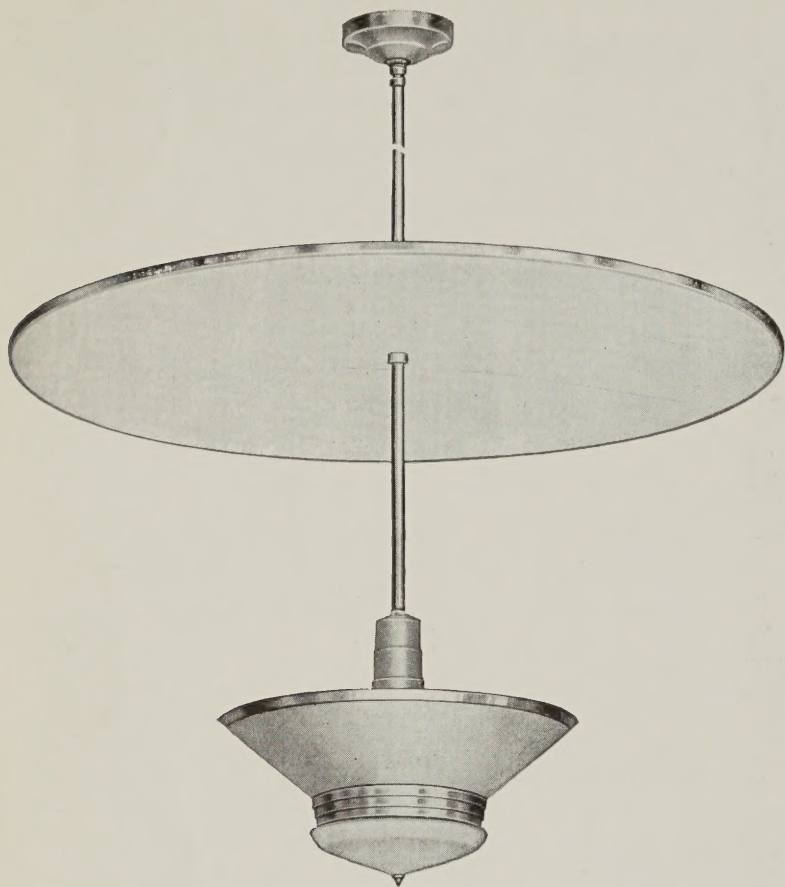
R5837 is reactor for 208 volts to 240 volts—60 cycle—with R5636 Housing.

In ordering transformer or reactor be sure to specify voltage.

The asbestos covered wire (AF 14 gauge) furnished for the Mercury Lamp is blue and white—for the Mazda the wire supplied is red and white. Extra length of wire 5c per foot list, per conductor.





**R5701**

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Auxiliary Ceiling Reflector Aluminum, Finished Flat White. Stem and Canopy Polished Chromium and Satin Aluminum. Satin Finish Glass Bowl.

No.	Wattage	Dia. Reflector	Lower Dia. Ceiling	Aux. Length	List	Code
<b>R5701</b>	300-500	18"	40"	60"	<b>\$34.00</b>	Punch

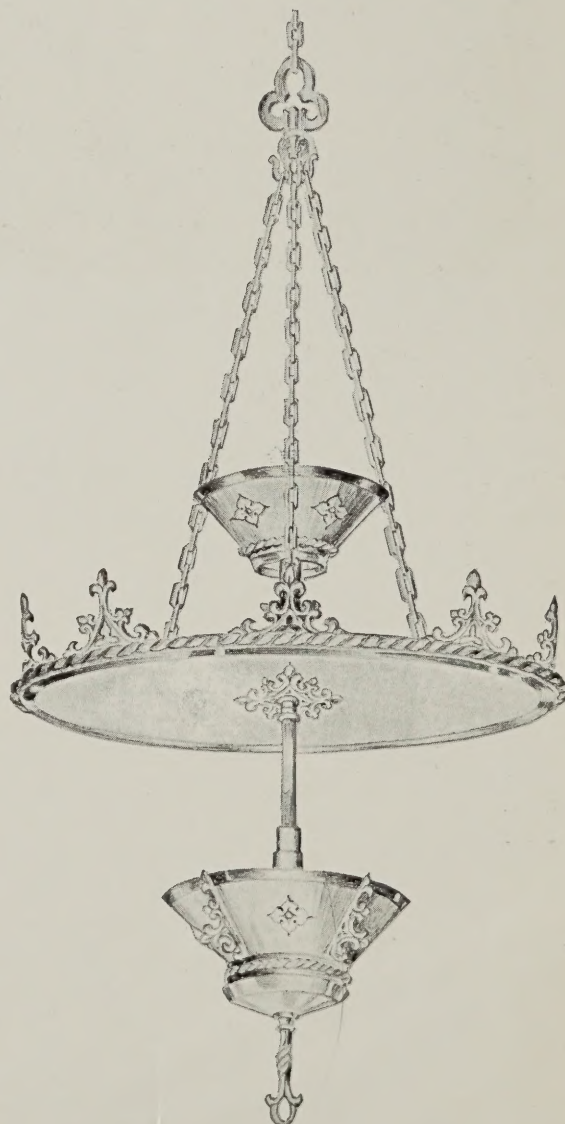
Extra Stem \$0.60 per foot, List.

**R5774**

Reflectors, Auxiliary Ceiling, Socket Covers and Canopies, Aluminum. Chain Steel. Cast Ornaments. Inside Reflectors Diffuse ALZAK Finished. Auxiliary Ceiling Finished Flat Ivory. Exterior of Reflector Bowls, Chain and Ornaments Finished Swedish Iron and Gold. Satin Finish Glass Bowl.

Wattage		Diameter			Length	List	Code
Upper Light	Lower Light	Upper Reflector	Lower Reflector	Auxiliary Ceiling			
200	500	14"	18"	40"	8'	<b>\$175.00</b>	Punic

Additional length of Chain per foot, \$1.50, List.

**R5774**

## Super Illuminators with Auxiliary Ceilings

For extremely high ceilings or those finished in acoustical material, or which are otherwise unsuited for ordinary indirect illumination, we have designed new types which utilize large auxiliary ceilings or reflector discs that reflect the light over a wide area.

In the chain hanger type, illustrated below, there is a reflector below which directs its light towards the auxiliary ceiling and a smaller reflector above which distributes its light on the room ceiling, making a very effective combination of efficiency and beauty.





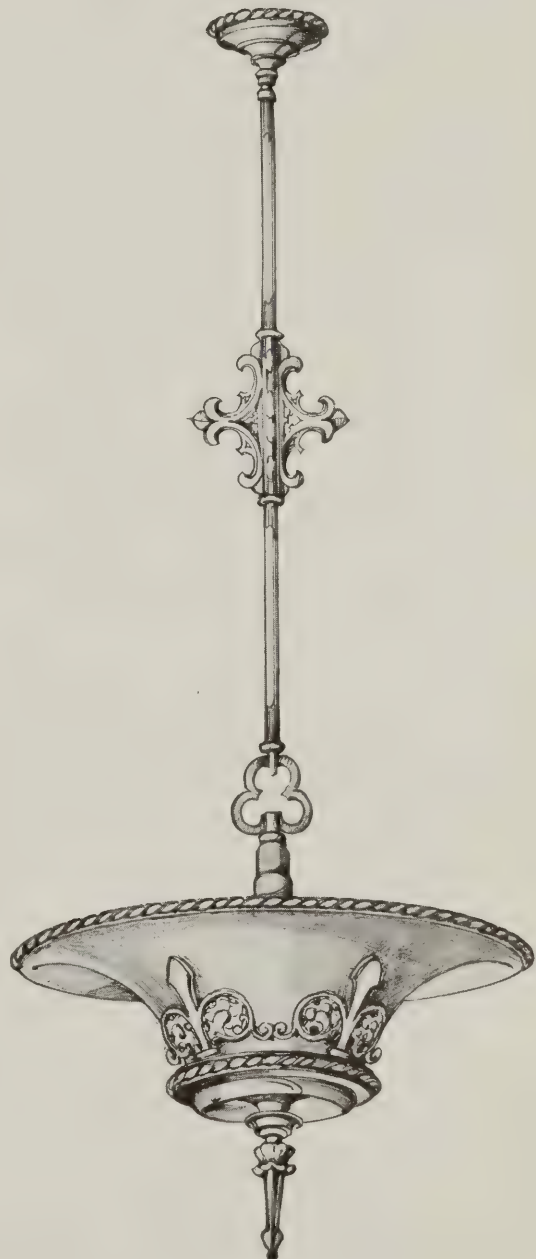
**R5756**

Reflector Aluminum—Inside Finished Diffuse ALZAK. Outside Reflector Finished Satin Silver. Canopy, Stem and Louvres Finished Gold.

Wattage	Dia.	Lgth. O. A.	List	Code
300-500	20"	42"	<b>\$46.50</b>	Plait

Note: The two louvres under reflector emit a soft light which illuminates the exterior of the bowl.

Special designs for any type of installation will be submitted upon request. No charge or obligation for this service.



**R5807**

Reflector Genuine Diffuse ALZAK Aluminum (18 gauge). Stem Cadmium Finished. Twists and Ornaments Finished Gilt.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R5807</b>	200	14"	36"	<b>\$36.00</b>	Stave
<b>R5808</b>	300 - 500	18"	48"	<b>49.00</b>	Stare
<b>R5809</b>	750-1500	22"	60"	<b>58.00</b>	Stork
<b>R5810</b>	750-1500	30"	72"	<b>85.00</b>	Strum



**R5476**

Reflector Aluminum—Outside Finished Antique White. Inside Finished Diffuse ALZAK. Canopy Finished Antique White with Gold Band. Stem, Antique White. Band and Ornaments Finished Gold. Switch in Canopy.

No.	Wattage	Extends	Height	List	Code
R5476	150	9½"	13½"	\$20.00	Surf

**R5475**

Reflector and Canopy Aluminum—Outside Finished Antique White and Gold. Inside Reflector Finished Diffuse ALZAK. Socket Cover Aluminum. Finished Antique White. Stem Finished Antique White and Gold. Band, Swivel and Ornaments Finished Gold. Crystal Glass Balls.

No.	Wattage	Dia.	Lgth.	List	Code
R5475	200	14"	25"	\$17.50	Star
R5637	300-500	18"	36"	20.50	Stark

**R5474**

Reflector Aluminum—Outside Finished Pastel Blue and Antique White. Inside Reflector Finished Diffuse ALZAK. Canopy Finished Antique White with Gold Band. Reeded Brass Stem and Ornaments Finished Gold. Socket Cover Finished Antique White. Crystal Glass Balls.

No.	Wattage	Dia.	Lgth.	List	Code
R5474	100-150	12¾"	15"	\$19.50	Swath

**R5750**

Reflector Aluminum — Finished Diffuse ALZAK Inside. Canopy and Outside of Reflector Finished Antique Ivory and Gold. Socket Cover Finished Antique Ivory. Stem, Band and Ornament Finished Gold.

Wattage	Dia.	Lgth.	List	Code
200	14"	15"	\$11.50	Runic

## New Indirects

(Patent Pending)

These new Guth Indirects are perfectly proportioned luminaires for home living rooms, dining rooms, sun rooms, bedrooms; rest and lounging rooms in clubs and hotels.

Small concealed port holes under the decorative band and inside the bottom disc of the reflector permit a small amount of reflected light to illumine the exterior of the reflector, enhancing its beauty.

Any color may be sprayed inside the bottom of the reflector making possible a change in color harmony.

**R5749**

Reflector Aluminum — Finished Diffuse ALZAK Inside. Outside Reflector and Socket Cover Finished Antique White. Canopy Finished Antique White and Gold. Stem and Band Finished Gold.

Wattage	Dia.	Lgth.	List	Code
100-150	12¾"	15"	\$12.00	Ruler



**OXFORD—R4755**

Reflector, Canopy and Socket Cover Aluminum—Outside Finish, F787 Antique Bronze and Ecclesiastical Gold. Inside Reflector Finished Diffuse ALZAK. Stem and Ornaments Brass, Finished F787 Antique Bronze and Ecclesiastical Gold. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R4755</b>	200	14"	30"	<b>\$25.50</b>	Gaba
<b>R4756</b>	300 - 500	18"	36"	<b>37.00</b>	Gabii
<b>R4757</b>	750-1500	22"	42"	<b>42.00</b>	Gaea

## Illuminators

Guth Super Illuminators are available for practically any type of installation. The units shown on this page give an idea of some of the decorative effects which make them desirable for tea rooms, stores, lounges, etc., where architectural styling is desired.

If special designs are necessary for any purpose, our Designing Department is at your service without cost or obligation.

**DORSET—R4668**

Reflector Aluminum—Outside Finish, F767 Florentine Bronze and Antique Gilt. Inside Finished Diffuse ALZAK. Canopy and Socket Cover Aluminum—Finished F767 Florentine Bronze and Antique Gilt. Stem Brass, Finished F767 Florentine Bronze and Antique Gilt. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R4668</b>	200	14"	30"	<b>\$21.00</b>	Horeb
<b>R4669</b>	300 - 500	18"	36"	<b>26.00</b>	Hosea
<b>R4670</b>	750-1500	22"	42"	<b>33.00</b>	Ilias

**Radnor—R5748****R5748 (At Left)**

Reflector Aluminum—Inside Finished Diffuse ALZAK. Canopy, Chain and Outside of Reflector Finished Bronze Lustre and Gold.

Wattage	Dia.	Lgth.	List	Code
200	14"	18"	<b>\$11.00</b>	Rural

**R4910 (At Right)**

Reflector and Socket Cover Aluminum—Outside Finish, F781 Pewter and Old Gold. Decalcomania Medallions. Inside Reflector Finished Diffuse ALZAK. Canopy Finished Pewter and Old Gold. Chain Steel, Finished Pewter. Metal Tassel, Finished Old Gold. Satin Finish Glass Bowl.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R4910</b>	100	12"	26"	<b>\$13.00</b>	Ion
<b>R4912</b>	150-200	14"	30"	<b>14.00</b>	Iona
<b>R4913</b>	300-500	18"	36"	<b>18.00</b>	Irate

**Warwick—R4910**



## Trough Lighting

Many beautiful decorative effects may be obtained by Trough Lighting, but to get maximum illumination at the same time, nothing excels Guth diffuse ALZAK finish.



### R5775—4 LIGHTS

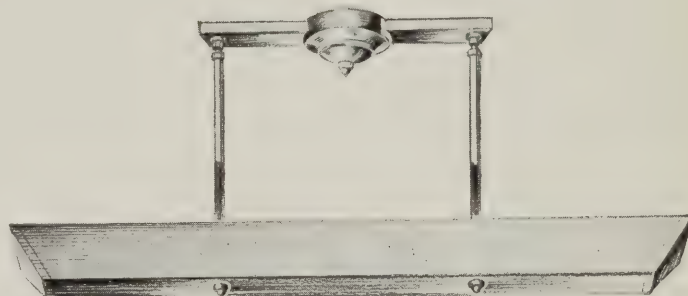
Ceiling Plate Brass—Finished Satin Udyllite. Stems Brass—Finished Polished Chromium. Reflector Aluminum—Finished Diffuse ALZAK Inside. Outside Finished Satin Aluminum.

Two bottom panels have light leaks for illumination of reflector exterior.

Sockets	Wattage	Reflector		O. A. Drop
		Length	Width	
4 Mog.	1200-2000	48"	13"	42"

List, \$89.00

Code, Prowl



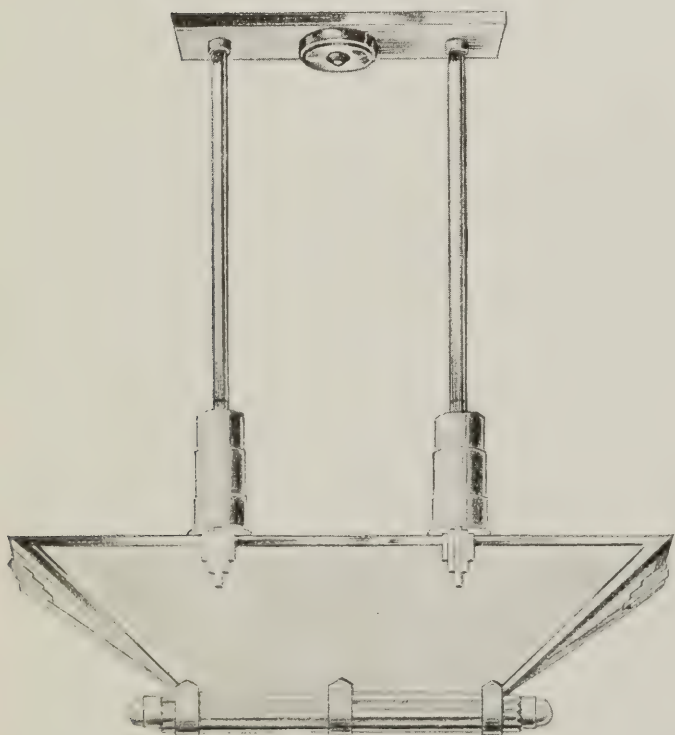
### R5776—4 LIGHTS

Ceiling Plate Brass—Finished Satin Udyllite. Stems Brass—Finished Polished Chromium. Reflector Aluminum—Inside Finished Diffuse ALZAK—Outside Finished Dull ALZAK.

Sockets	Wattage	Reflector		O. A. Drop
		Length	Width	
4 Med.	600-800	54"	7"	36"

List, \$39.50

Code, Pupil



R5798

### R5798—2 LIGHTS

Ceiling Plate Brass—Finished Satin Udyllite. Stems Brass—Finished Polished Chromium. Reflector Aluminum—Inside Finished Diffuse ALZAK. Exterior Dull ALZAK—Polished Trim. Fluted Glass Cylinder.

Sockets	Wattage	Reflector		O. A. Drop
		Length	Width	
2 Mog.	750-1500	44"	20"	4'

1500-3000

Glass Cylinder 26½" Long

List, \$109.00

Code, Pulse

Small area of glass cylinder exposed towards lamp, permitting enough light to reflect through to produce a pleasing decorative effect.



## ELECTROLITE

(Patent Applied for)

## Desk or Pedestal Types

## R5659-R5696—DESK LITE

Aluminum Reflector—Inside Finished Diffuse ALZAK. Outside Finished Black Enamel.

20 ga. Brass Stem—Finished Polished Chromium.

8 ft. Rubber covered cord and plug. Three Lite Mogul Socket.

Felt lined metal clamp.

No.	Wattage	Dia.	Height	List	Code
<b>R5659</b>	100-200-300	10 $\frac{3}{4}$ "	52" O. A.	<b>\$12.50</b>	Niche
<b>R5696</b>	500	12"	54 $\frac{3}{4}$ " O. A.	<b>12.50</b>	Nidus

Order for 12.....20% off list

Order for 6.....10% off list.

Reflector may be finished Moderne Red, Olive Green, or White if specifically ordered, without additional cost.

Mazda Three Lite G30 Lamp—100-200-300 watts, **\$1.00** NET extra.

## R5752—PEDESTAL LITE

Aluminum Reflector—Inside Finished Diffuse ALZAK. Outside Finished Black Enamel.

20 ga. Brass Stem—Finished Polished Chromium. Base Steel—Finished Black and Aluminum.

8 ft. Rubber covered cord and plug. Three Lite Mogul Socket.

No.	Wattage	Ref.	Dia.	Height	List	Code
<b>R5752</b>	100-200-300		10 $\frac{3}{4}$ "	68"	<b>\$14.70</b>	Porgy

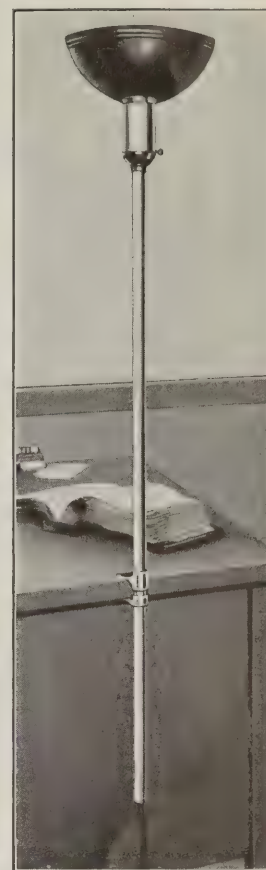
Reflector may be finished Moderne Red, Olive Green, or White, with base to match, if specifically ordered, without additional cost.

Mazda Three Lite G30 Lamp—100-200-300 watts, **\$1.00** NET extra.

Desk or Pedestal type Electrolites are packed complete in individual cartons.



R5752



R5659-R5696



R5477

## R5477

Reflector Aluminum—Outside Finished Antique White and Gold. Inside Finished Diffuse ALZAK. Stem, Steel—Finished Antique White. Reeded Cylinders, Band and Ornaments, Brass—Finished Gold. Base, Steel—Finished Antique White with Gold Bands. Crystal Glass Ball—Fluted Crystal Cylinders.

No.	Wattage	Dia. Reflector	Dia. Base	Ht.	List	Code
<b>R5477</b>	150	9 $\frac{3}{4}$ "	10"	68"	<b>\$32.25</b>	Sunny

## R5473

Reflector, Aluminum—Outside Finished Antique White and Gold. Inside Finished Diffuse ALZAK. Stem and Base Steel—Finished Antique White with Gold Bands. Reeded Brass Cylinders—Finished Gold.

No.	Wattage	Dia. Reflector	Dia. Base	Ht.	List	Code
<b>R5473</b>	150	9 $\frac{3}{4}$ "	10"	68"	<b>\$26.75</b>	Surge



R5473



## Moderne Indirect Lite

Guth Indirect insures efficient illumination on the working plane without glare or harsh shadows. The wide, uniform distribution utilizes the light to the fullest extent.

### Lumo Vitro Finish

This exclusive finish of everlasting porcelain enamel is fused on at high temperature in our modern electric furnace. It is heat resisting and will not discolor. Soap and water quickly remove all dirt and grime.

### Easy to Clean and Relamp

Unhooking one of the three supports gives instant access to the bowl for cleaning and relamping. Release all three supports and bowl may be taken down in 10 seconds. No screws or complicated clamps to impede fast work.

#### R3622

Reflector, Steel, Finish—Lumo Vitro Enamel—Ivory Outside—White Inside. Stem and Canopy Polished Chromium and Satin Aluminum.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R3622</b>	200	12½"	30"	<b>\$ 9.00</b>	Aerate
<b>R3623</b>	200	15"	30"	<b>10.50</b>	Aerial
<b>R3624</b>	300-500	15"	36"	<b>11.50</b>	Affray
<b>R3625</b>	300-500	18"	42"	<b>13.00</b>	Afraid
<b>R3627</b>	750-1500	22"	42"	<b>20.00</b>	Agree

Moderne Indirect unit can be furnished with sprayed finish outside and with China bowl inner reflector. The inner reflector can be lifted out instantly, cleaned and replaced. It retains initial efficiency longer because there is a smaller dust settling area. The China bowl has very high reflecting characteristics.

#### R3610

Reflector, Steel, Finish—Ivory Outside. Inner Reflector Bowl, White Vitreous China. Stem and Canopy Polished Chromium and Satin Aluminum.

No.	Wattage	Dia.	Lgth.	List	Code
<b>R3610</b>	200	12½"	30"	<b>\$10.75</b>	Attune
<b>R3611</b>	200	15"	30"	<b>12.25</b>	Auburn
<b>R3612</b>	300-500	15"	36"	<b>14.00</b>	Aurora
<b>R3613</b>	300-500	18"	42"	<b>15.50</b>	Annal
<b>R3615</b>	750-1000	22"	42"	<b>23.75</b>	Amain



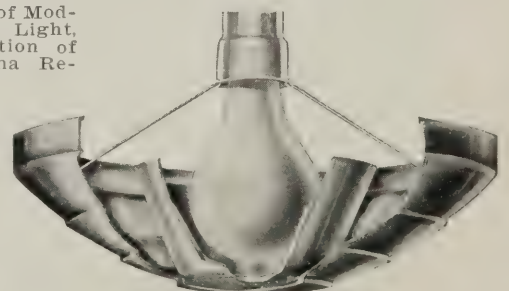
Rutland  
Moderne Indirect Lite

R3622—R3610

### NOTES

	List Additional
Single pole canopy pull switch.....	<b>\$0.60</b>
Mogul socket for 3 wattage lamp.....	<b>1.00</b>
Canopy pull switch for 3 wattage lamp.....	<b>1.50</b>
6" lengthening stem MP2175.....	<b>.40</b>
12" lengthening stem MP2176.....	<b>.60</b>
Nite Lite as shown on page 15.....	<b>3.00</b>

Interior view of Moderne Indirect Light, showing position of Vitreous China Reflector.

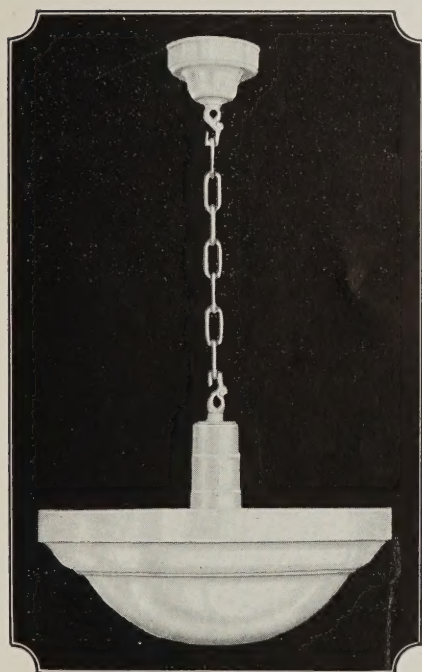




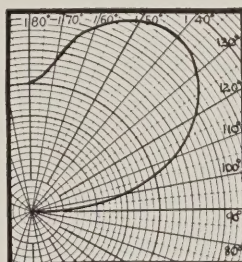
## Indirect-Lite

A popular type of Porcelain Enamel Indirect Luminaire which is suitable for a wide variety of installations.

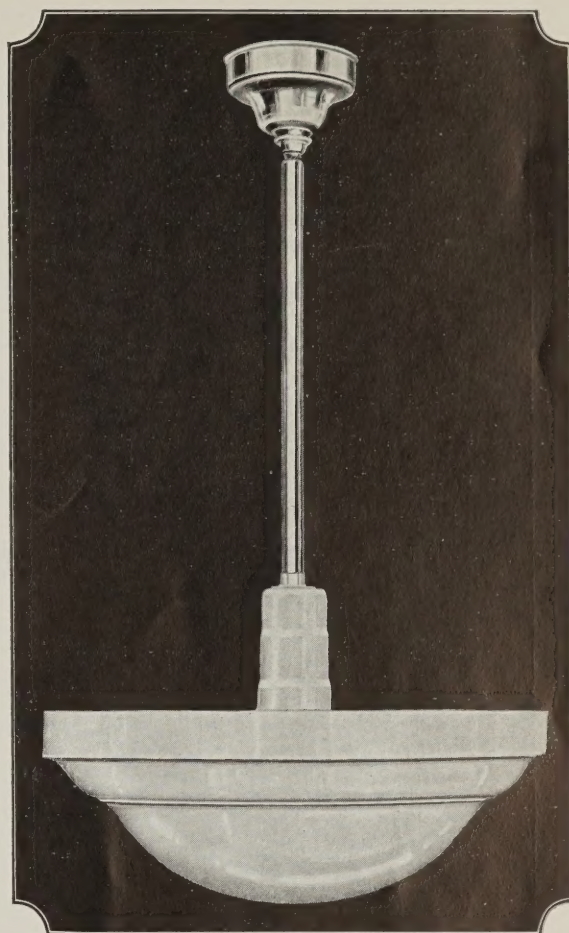
Easy to clean and relamp. Simply unhook one support for instant access to reflector surface, or the bowl may be removed entirely by unhooking the three supports. A damp cloth quickly and easily removes all dust. The finish will not discolor and is guaranteed to retain the original lustre indefinitely.



R3750



Apparent Candle Power of Guth Indirect - Lite.



Indirect-Lite

R5354

Reflector, Steel—Finish, Lumo Vitro Enamel—Outside, Ivory. Inside, White. Stem Polished Chromium and Satin Aluminum.

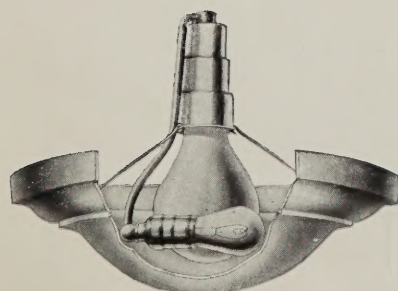
No.	Wattage	Dia.	Lgth.	List	Code
R5354	150	10"	25"	\$ 7.50	Lotus
R5355	200	14"	30"	8.50	Loyal
R5357	300 - 500	18"	36"	11.00	Lunge
R5353	750-1000	18"	36"	11.00	Lurch
R5359	750-1500	22"	42"	15.00	Lyric

R3750

Reflector, Steel—Finish, Lumo Vitro Enamel, Ivory, Outside—White, Inside. Canopy and Chain—Finish, Ivory.

No.	Wattage	Dia.	Lgth.	List	Code
R3750	150	10"	25"	\$ 7.50	Beeves
R3751	200	14"	30"	8.50	Befall
R3753	300 - 500	18"	36"	11.00	Befoul
R3754	750-1000	18"	36"	11.00	Beggar
R3755	750-1500	22"	42"	15.00	Begone

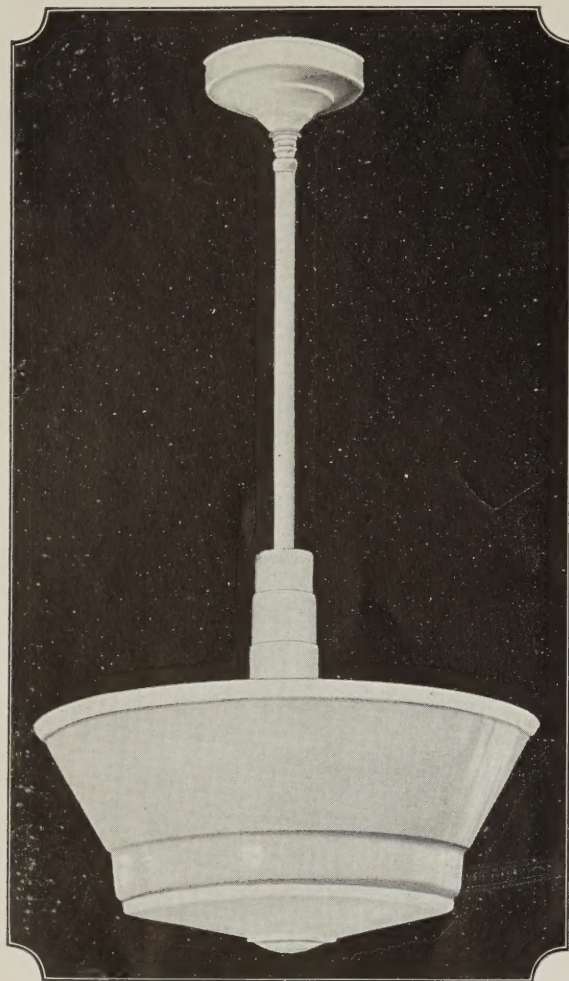
### NOTES



Nite Lite furnished on 14", 18" and 22" fixtures at \$3.00 list extra.

	List Additional
Single pole canopy pull switch.....	\$0.60
Mogul socket for 3 wattage lamp.....	1.00
Canopy pull switch for 3 wattage lamp.....	1.50
6" lengthening stem MP2175.....	.40
12" lengthening stem MP2176.....	.60
Extra length for chain stem, per foot.....	.50



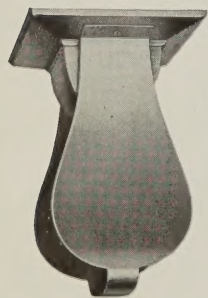


Super Indirect

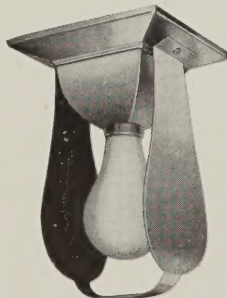
R5230

Steel Reflector—Finish, Lumo Vitro Porcelain Enamel. Outside, Ivory and White. Inside, White. Stem and Canopy Polished Chromium and Satin Aluminum.

Dia.	Length Overall	List	Code
18"	42"	\$12.00	Supine



Front View



Side View

R5761

This fixture is mounted between rows of shelving in position shown at left. This directs the light towards the shelving and the floor and conceals the light source from the eyes.

May be mounted on stems or flush on ceiling.

Metal. Finished Satin Udyllite Outside—Inside Finished Black.

Canopy, 5" square;	Length, 8";	Wattage, 75.
List, \$3.75;	Code, Ruble.	

## Super Indirect

(Patent Pending)

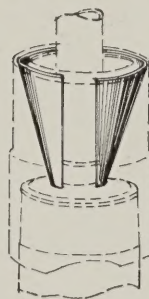
### 10 Year Guarantee of Efficiency

Light meter tests prove that this New Guth Super Indirect, with its scientifically shaped reflector, is one of the most efficient indirect lighting units ever devised.

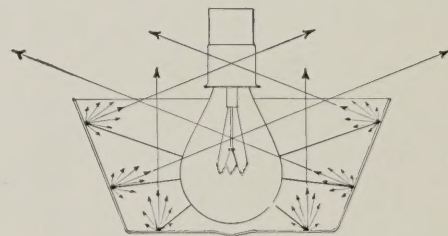
We invite a comparison of efficiency. Check it with a light meter or in any other manner, and note how it surpasses other indirects in light intensity and distribution.

Made in only one size—18-inch diameter—Guth Super Indirect accommodates all lamp sizes: 300-500-750-1000-1500 watts.

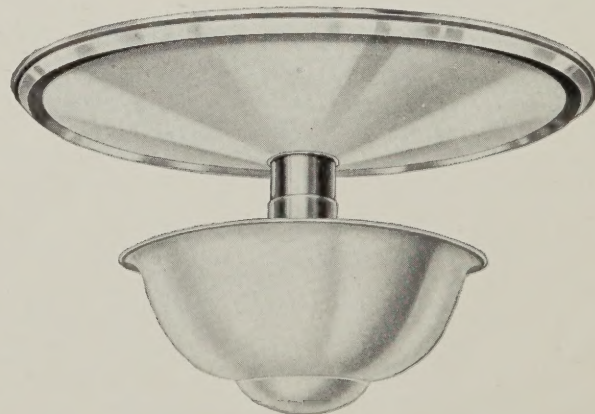
(A simple, easily attached adapter, patent pending, is supplied with each fixture to raise socket cover when 300 or 500 watt lamp is used.)



Adapter is supplied with each fixture to raise socket cover when 300-500 watt lamp is used.



Patent pending on this method of light control with diffuse reflectors.

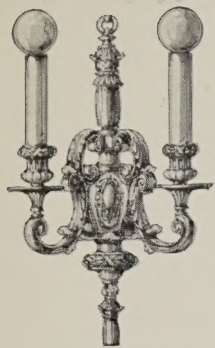


R5630

Reflector Steel—Finished Dull White Porcelain Enamel With Red Edge. Bowl Aluminum—Finished Diffuse ALZAK.

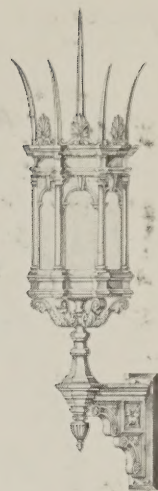
Wattage	Ref. Dia.	Bowl Dia.	Lgth.	List	Code
200	17"	10 3/8"	10"	\$8.50	Epoch





Cast Bronze,  
Brass or  
Wrot Iron  
Fixtures

Special Designs  
Submitted  
Without Cost  
or Obligation



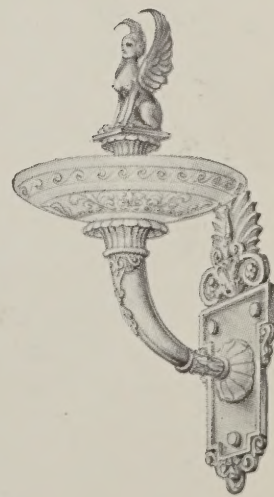
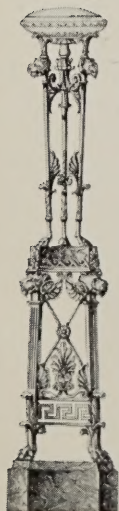
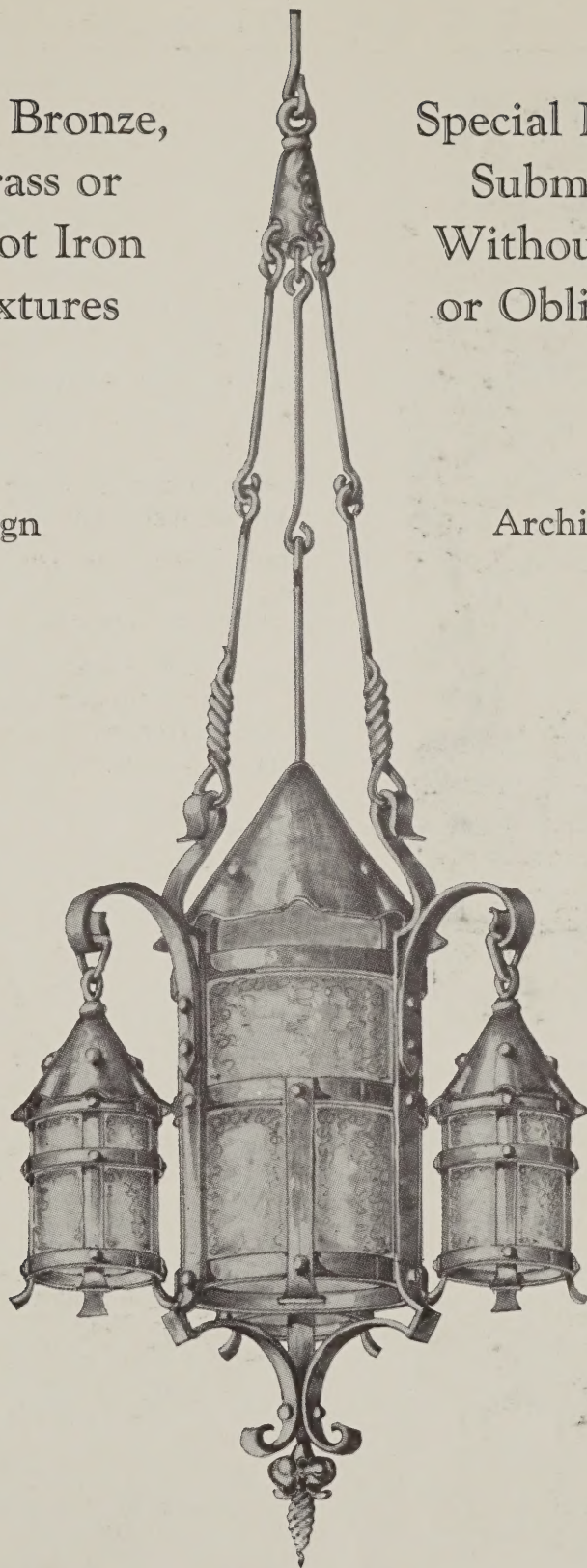
Any Period Design

Architecturally Correct

*These fixtures designed  
and executed by  
Guth Craftsmen*

*No installation too  
large or too  
difficult for our  
organization*

*Every operation from  
the original sketches  
to the finished product  
is done in our large,  
modern and  
completely equipped  
plant*



EDWIN F. GUTH COMPANY

DESIGNERS :: ENGINEERS :: MANUFACTURERS

*Lighting Equipment*

St. Louis, Mo.

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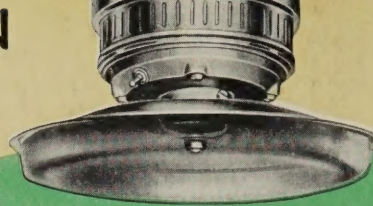


# GUTHFAN

U. S. Patents 1,699,201:  
1,791,125: 1,845,084

# Conditionaire

Also Patented in Foreign  
Countries



## COOLS YOU ALL OVER

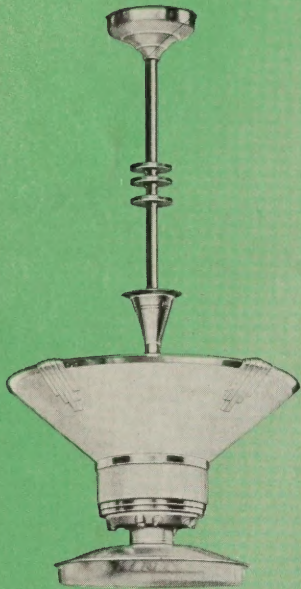
### The Only Complete Cycle Air Circulator

Only Guthfan draws up the cooler, drier air from the floor and distributes it outward and downward over a wide area. The hot, humid ceiling air is left unmoved.

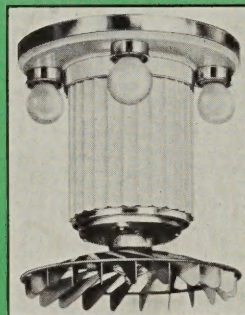
One Guthfan circulates almost a mile of cubic feet of air per minute. All the air in the occupied portion of the room is in constant motion. Guthfan with a 12-inch blade distributes more air than three 16-inch oscillating fans, with half the current.

### The Guthfan Principle of UP - OUT - DOWN - AROUND

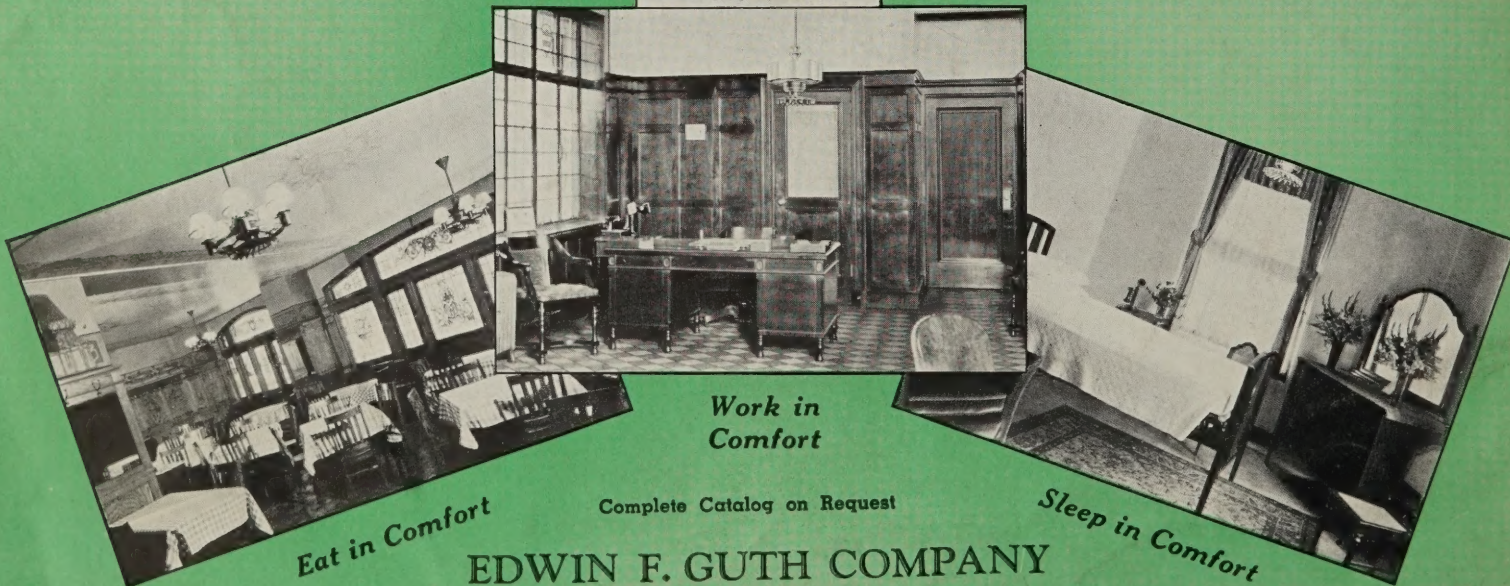
circulation keeps you cool all over. There are no blasts or drafts created — You feel only a constant, gentle, cooling breeze of refreshing, revitalized air without danger of "Summer Colds".



Guthfan does not blow papers off desks—There are no blasts of sectionalized air columns—No circulation of the hot, moist ceiling air. Guthfans are made with or without lighting equipment.



There are Guthfans suitable for every type of installation. They are obtainable combined with beautiful lighting fixtures that harmonize with any decorative treatment.



*Eat in Comfort*

*Work in  
Comfort*

*Sleep in Comfort*

Complete Catalog on Request

## EDWIN F. GUTH COMPANY

2615 WASHINGTON BLVD.

St. Louis, Mo.